PROJECT NUMBER: 8101
PROJECT TITLE: Cigarette Testing Services Division
SECTION LEADER: Joyce F. Stargardt
PERIOD COVERED: January, 1989

I. MARKET ACTIVITY

A. **Objective**: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. **Results**:

1. New Brands

Philip Morris will introduce nationally Alpine 80 (Box) and Alpine Lights 80 (Box) cigarettes in February. These will be branded generic products. The Alpine 80 (Box) cigarettes deliver 15 mg tar, 0.9 mg nicotine and 0.7 mg smoke menthol; the Alpine Lights cigarettes deliver 9 mg tar, 0.7 mg nicotine and 0.6 mg smoke menthol.

R. J. Reynolds is test marketing More White Lights 120 (plain and menthol) cigarettes in New York City. These cigarettes have a 21 mm circumference and white cigarette paper. The More Lights currently on the market have brown paper. The plain version delivers 9 mg tar and 0.7 mg nicotine; the menthol version delivers 11 mg tar, 0.7 mg nicotine and 0.5 mg smoke menthol.

R. J. Reynolds is distributing Best Value generic cigarettes in K-Mart stores. These are the first generic products from Reynolds. The blend of these products contains a high level of reconstituted material (30%). Extruded tobacco filaments (3-4%) were incorporated in the blend of these cigarettes. The binder for the extruded tobacco is glycerin. The Full Flavor cigarettes deliver 15 mg tar and 1 mg nicotine; the Lights cigarettes deliver 11 mg tar and 0.8 mg nicotine; and the Ultra Light cigarettes deliver 6 mg tar and 0.5 mg nicotine. The smoke menthol delivery is 0.5 mg.

The Liggett Group has introduced nationally Pyramid 85 (NF), Pyramid Lights 85 and 100, Pyramid Lights 100 (Menthol) and Pyramid Ultra Lights 100 cigarettes. These sub-generic priced cigarettes will sell for $2.50 less per carton ($5.00-$7.00) than generic cigarettes. The nonfilter cigarette delivers 21 mg tar and 1.4 mg nicotine, the Lights cigarettes deliver 14 mg tar and 1.1 mg nicotine; the Ultra Lights cigarettes deliver 6 mg tar and 0.6 mg nicotine. The smoke menthol delivery is 0.5 mg.

Brown & Williamson is test marketing Kool Ultra Lights 85 and 100 and Kool Lights 85 and 100 cigarettes in St. Louis, Missouri. These cigarettes have new package graphics and white tipping. The Kool Ultra and Kool Lights currently on the

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market have cork tipping. No changes were noted in smoke deliveries between the Kool Ultra and Kool Lights currently on the market and the test market brands.

2. Brand Modifications

Reynolds has reduced the tobacco weight of Winston 85 (0.751 to 0.720 g). This lower tobacco weight was seen in Winston 85 only manufactured since October, 1988. This resulted in a lower total RTD (128 to 118 mm of H_2O) and puff count (8.7 to 8.1). A lower ventilation level (9 to 6%) and higher total alkaloids (1.87 to 2.02%) were observed. No changes were observed in smoke deliveries.

II. ANALYTICAL METHODS DEVELOPMENT AND SUPPORT

A. **Objective**: To evaluate and recommend analytical methods and new technology in support of programs for R&D and Manufacturing.

B. **Results**:

"Mt. Smoky", a cigarette holder from Japan, was microscopically examined. The holder consisted of a plastic cigarette holder and a filter plug. The two pieces appeared to be glued together. The pieces were separated and inside the one closest to the mouthend was a small filter made of cotton fibers. The cotton fibers were wrapped with a typical plugwrap paper consisting of flax, shive and hardwood fibers. Both the cotton filter and the plugwrap paper were coated with menthol crystals.

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